



# CERTIFICATE AWARD CEREMONY ISO 9001 QUALITY MANAGEMENT SYSTEM



Chief Guest : **Hon'ble MR TOFAEL AHMED, MP**, Minister of Industries  
Govt of People's Republic of Bangladesh



## MESSAGE

It gives me great pleasure to know that the pioneering agro- processing industry of Bangladesh; Agricultural Marketing Co Ltd - PRAN has achieved the distinction of being an ISO 9001 certified enterprise. It is not surprising that AMCL - PRAN is the first and still the only agro-processor to be so certified.

This is further proof of PRAN's unrelenting efforts towards perfection. If Bangladeshi food products are to fulfill their potential in the international markets there can be no question of compromising with quality and I am confident that PRAN's sound management will leave no stone unturned to bring fresh laurels to this emerging sector.

I take this opportunity to assure AMCL - PRAN and agro-business entrepreneurs of the Government's whole-hearted support to enable this nascent but highly productive sector reach its full potential as quickly as possible.

I wish PRAN all the best in its future endeavors to develop our agriculture and agro-related activities.

Joi Bangla Joi Bangabandhu  
May Bangladesh live forever

**Tofael Ahmed, MP**  
Minister of Industries  
Govt of People's Republic of Bangladesh



## MESSAGE

During the current debate about globalisation, and the riots in what we like to think are the advanced countries of the world, it is indeed reassuring to see such companies as PRAN doing their best to achieve international respect, via recognized quality management standards.

Bangladesh might be poor country, and perhaps there are dangers from the removal of international protective tariffs in a few years time. It is heartening, however, to see PRAN getting ready for the competition by improving their own management standards. If PRAN is typical of companies in Bangladesh, then that country has nothing to fear from the pressure of international competition. We should have great respect for the attitude of those owners, directors and managers who have chosen to confront competition, not by complain but by improving themselves.

Good luck to you all at PRAN, I hope you have a wonderful day at the ceremony. I am sorry I cannot attend, but my thoughts are with you.

Thank you for choosing URS as your certification body. We are proud to have worked with you, and I look forward to a long and fruitful association.

**Dr Richard J. Murphy**  
Regional Representative  
United Registrar of Systems Ltd, United Kingdom

## WHY PRAN ?

We in Bangladesh are blessed with a climate ideally suited to agriculture, specially fruits and vegetables-rich in taste and flavor; sweet, mellow and juicy.

Our deltaic plains are among the most fertile in the world created and drained by the mighty rivers-the Padma, Jamuna & the Meghna. There is plenty of water.

And farming is a way of life to our people.

Our comparative advantage as an economy lies in agriculture. We believe the way to economic prosperity is through agri and agro-business.

PRAN is in testimony to our convictions. It stands for : "Program for Rural Advancement Nationally" or in Bangla : "প্রগতি রূপায়নে অগ্রবী নবোদ্যম"

PRAN is the largest grower and processor of fruits and vegetables.

Our contract growers cultivate the choicest fruits and vegetables which are processed in our modern and hygienic factory at Ghorashal to highest quality standards.

## PRAN'S ISO 9001 CERTIFICATION



PRAN a name synonymous with quality is now ISO 9001 certified. This makes AMCL-PRAN the first and still the only food processing industry in Bangladesh to earn this prestigious distinction.

ISO 9001, the supreme certification level involves all steps in the manufacturing chain from development to distribution. The system ensures that PRAN products reach the consumer maintaining the highest levels of quality

PRAN the innovator and market leader has once again set a trend for others to follow. The processing industry must therefore up-grade itself to be competitive thus achieving credibility internationally.

Rigorous training of personnel ensures PRAN will always maintain its reputation for quality par excellence. The Company looks to future success by its pledge to its consumers - quality products easily available at competitive prices.



## QUALITY POLICY OF AMCL-PRAN

It is the policy of Agricultural Marketing Co Ltd to Market products of consistent quality at home & abroad as per world standards produced hygienically in accordance with good manufacturing practices in state-of-the-art plant & processes, packed in appropriate packaging & remain committed to these objectives at all times.

AMCL has adopted ISO 9001 as the model for their quality management system. Accordingly a documented system of procedures and instructions have been established throughout the organization defining business processes, responsibilities & authorities.

Management is committed to providing the resources & creating an environment in which each employee can contribute his/her skill, talent & ideas in a never ending process of improvement & innovation in all aspects of business.



## MESSAGE

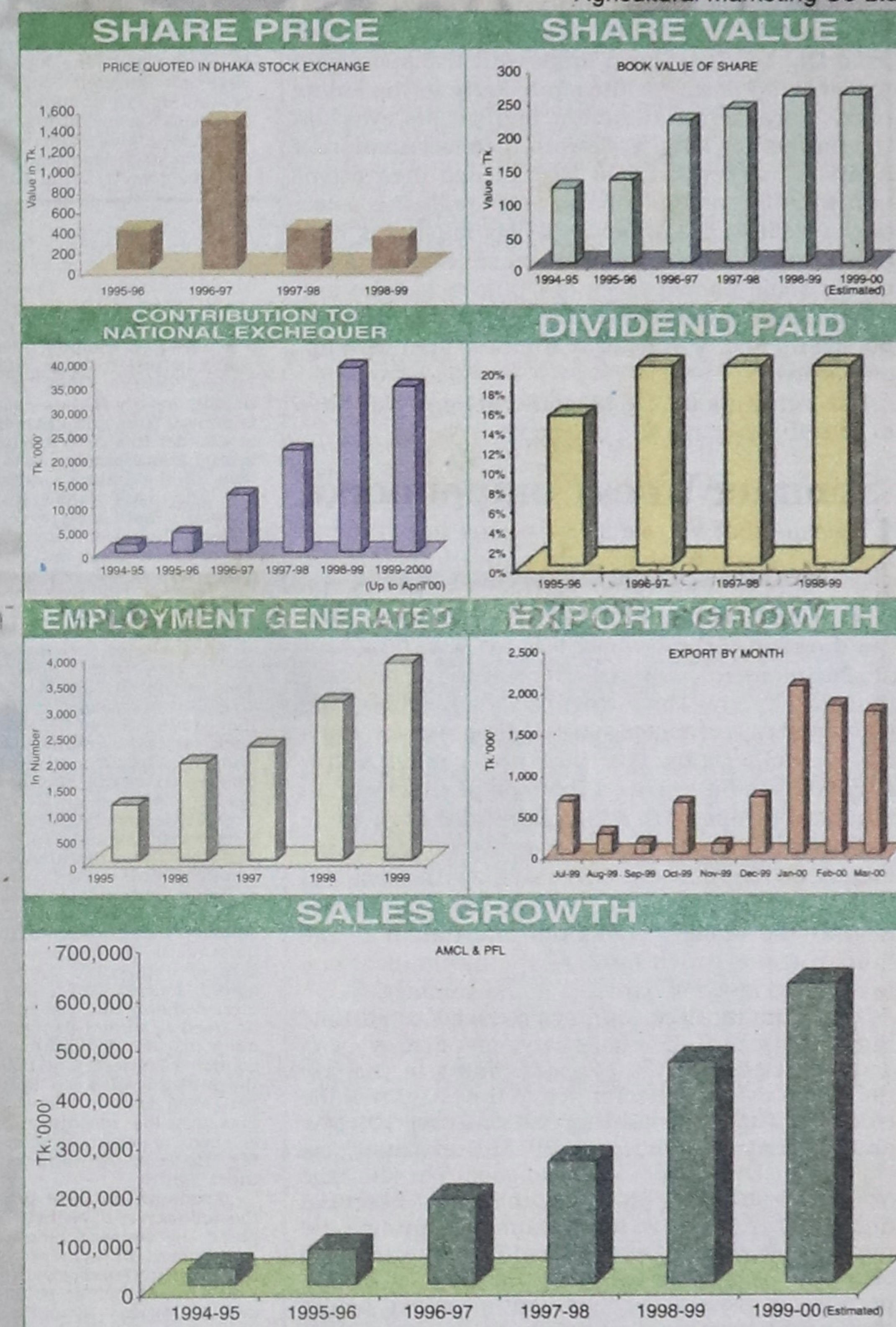
Since commercial production commenced at PRAN Factory in 1992, we have endeavored to elevate PRAN to international standards. The achievement of ISO 9001 Certification by AMCL-PRAN is another vital link towards perfection.

Recently a new bottling line was inaugurated at PRAN Factory to fulfill consumer demand for PRAN fruit juices. 7,000 MT of Bangladeshi mango are expected to be pulped this year and we have ambitious plans for tomato, pineapple, guava etc if Almighty Allah wills it.

This will boost production and demand, create wealth by value addition, prevent wastage and give growers fair prices. Poverty alleviation, export promotion, discouraging migration to urban areas are objectives best served by promotion of agro-processing industries.

With ISO 9001 certification now a reality, our professional managers will ensure that PRAN marches ahead. To our millions of consumers our pledge for excellence of PRAN products remains steadfast, with but one slogan - if PRAN satisfies, tell your friends; if not, tell us.

**Maj Gen Amjad Khan Chowdhury (Retd)**  
Chief Executive  
Agricultural Marketing Co Ltd



## PRAN PRODUCT LAUNCH CALENDAR

<b>JUNE 93</b>  PINEAPPLE SLICE, PINEAPPLE JUICE	<b>AUGUST 93</b>  MANGO JUICE	<b>DECEMBER 93</b>  MIXED FRUIT SHERBAT	<b>JANUARY 94</b>  PINEAPPLE, MANGO & LEMON SQUASH, MANGO JUICE BOTTLE	<b>APRIL 94</b>  MANGO PICKLE	<b>JUNE 94</b>  WHITE VINEGAR, TOMATO KETCHUP, ROSE WATER, MANGO JAM	<b>JULY 94</b>  GARLIC PICKLE, CHILLI PICKLE, PINEAPPLE JAM	<b>OCTOBER 94</b>  KEWRA WATER
<b>DECEMBER 94</b>  MIXED FRUIT JAM	<b>MARCH 95</b>  TOMATO JUICE	<b>APRIL 95</b>  OLIVE PICKLE	<b>MAY 95</b>  SWEET BOROI PICKLE	<b>OCTOBER 95</b>  ORANGE JELLY, APPLE JELLY	<b>DECEMBER 95</b>  ORANGE DRINK	<b>JULY 96</b>  ORANGE SQUASH, MANGO JUICE PAK	<b>DECEMBER 96</b>  SATKORA PICKLE
<b>JUNE 97</b>  HOT TOMATO SAUCE	<b>JULY 97</b>  LITCHI DRINK, TETUL CHUTNEY, APPLE DRINK	<b>NOVEMBER 97</b>  BOROI CHUTNEY	<b>MARCH 98</b>  OLIVE CHUTNEY	<b>APRIL 98</b>  MINERAL WATER	<b>JANUARY 99</b>  ORANGE JUICE PAK	<b>SEPTEMBER 99</b>  MANGOPINE & PINEAPPLE JUICE PAK, THAI CHILLI SAUCE, TOMATO PASTE	<b>AND MANY MORE UNDER RESEARCH &amp; DEVELOPMENT</b>